Mastercraft Electrical & Plumbing Collateral Feedback (Nov 2025)

Licensee		Use of Brochure			Value of Brochure 1=Low 5=High	Comments
		Regular	Could be Useful	No requirement		
Sou'West Solutions (Roger)	All Services Brochure		■		2	Could be valuable but the clientelle we have wouldn't find value because it is so specific
Sou'West Solutions (Kyla)			■		5	Digital form would be more useful. Good for brand linking as a point of difference
Flex Electrical				■	1	Digital information only with QR Codes
Rapid Wire			■		3	Electronic version would be best
Cramond Electrical				■	3	PDF with NZ Images, QR Code if Printed
Vine Electrical				■	1	Send though a PDF
Maximum Power			■		3	Only as a PDF
Leading Phase Electrical			■		3	Advertising at showrooms (Mastercraft Kitchens)
Extreme Electrical			■		4	As a PDF
Exclusive Electrical			■		3	More related to each licensee
DTS Electrical				■		NZ Images not just google images, PDF Version
McNae Group				■	2	
The Conduction Company			■		2	Dual Branding! PDF Templates
Leighton Electrical			■		3	Photos of actual work
SV Plumbing						Havent seen brochure before
Sou'West Solutions (Roger)	Single Service Brochures		■		4	Digital best, could be good for brand recognition
Sou'West Solutions (Kyla)				■	2	Could be useful for others but people would use google for references especially since everyone changes mind frequently
Flex Electrical				■	1	
Rapid Wire			■			
Cramond Electrical			■		3	
Vine Electrical		■			1	
Maximum Power		■			2	
Leading Phase Electrical			■		2	more based on branding. Branding for individual brand
Extreme Electrical			■		5	PDF format
Exclusive Electrical				■	5	
DTS Electrical		■			1	
McNae Group			■		3	
The Conduction Company			■		2	Dual Branding! PDF Templates
Leighton Electrical			■		3	
SV Plumbing						
Sou'West Solutions (Roger)	Proposal Folders	■			1	All quotes are digital - printed quotes are never used
Sou'West Solutions (Kyla)		■			1	Good idea just needs to be individualised
Flex Electrical			■		2	
Rapid Wire			■			Use very little, mostly to fit suppliers brochures
Cramond Electrical		■				
Vine Electrical		■			1	
Maximum Power		■			1	
Leading Phase Electrical			■		2	
Extreme Electrical		■			1	
Exclusive Electrical		■			1	
DTS Electrical			■			Just have 1 pdf file as an attachment to send to clients/add into email
McNae Group		■			1	
The Conduction Company			■			
Leighton Electrical			■		3	
SV Plumbing						
Sou'West Solutions (Roger)	Client Giveaways		■		3	
Sou'West Solutions (Kyla)		■			2	Get given so many they end up in landfill unfortunately. People want digital
Flex Electrical				■	3	
Rapid Wire			■			
Cramond Electrical						
Vine Electrical		■			1	
Maximum Power			■		3	
Leading Phase Electrical			■		3	
Extreme Electrical			■		5	
Exclusive Electrical				■	5	
DTS Electrical		■				Switchboard stickers are way more useful
McNae Group			■		3	
The Conduction Company		■			1	
Leighton Electrical			■		4	
SV Plumbing			■			
Sou'West Solutions (Roger)	Client Giveaways		■		3	We leave our own stickers behind. Not sure if this would muddy the waters. Possibly a good replacement sticker option
Sou'West Solutions (Kyla)						
Flex Electrical				■	2	Takes to Mastercraft Wedsite. Could be my client but a recovery jon goes to another sparky via the website if not individualised
Rapid Wire				■		Taylored top my own area
Cramond Electrical						Where does the QR Code take you? Needs to take to our section on the page
Vine Electrical			■		4	Need to be specific to brands in built up areas
Maximum Power			■		3	Needs to be specific to the business
Leading Phase Electrical				■	3	Send to individuals website
Extreme Electrical				■	5	Happy to put one on each switchboard
Exclusive Electrical				■	5	
DTS Electrical				■		Individualised business link/call now etc
McNae Group		■			2	
The Conduction Company						Dual Branding. QR Code to go straight to specific contact page/details
Leighton Electrical			■		3	
SV Plumbing			■			Useful for cylinders or gas hot water units

		Does current group branding add value to your local marketing efforts			How does the current branding represent your business.	
		No	Somewhat	Yes		
Sou'West Solutions (Roger)	Mastercraft Group Branding			■	5	Great point of difference
Sou'West Solutions (Kyla)						
Flex Electrical			■		3	
Rapid Wire			■		3	
Cramond Electrical		■			2	
Vine Electrical			■		3	
Maximum Power			■		3	I just need to do more with the computer side of things
Leading Phase Electrical			■		2	More work with kitchens and using them as a backing board
Extreme Electrical			■		2	Very happy to go with group decisions
Exclusive Electrical					1	Brand Awareness - What is Mastercraft? - Do people know who we are?
DTS Electrical		■				They think we are part/work for kitchens but have nothing to do with kitchens in Auckland after trying
McNae Group			■		3	A little bit but hard to measure
The Conduction Company		■			3	Very limited contact/enquiry coming through from Mastercraft sources
Leighton Electrical			■		3	
SV Plumbing		■			3	

Sou'West Solutions (Roger)	General Feedback	All good with current offerings and what is detailed in this form
Sou'West Solutions (Kyla)		
Flex Electrical		Social media should be a 2 way street, have tagged & posted before @mastercraft - no likes or followers back
Rapid Wire		Van banner stickers are good, we fit to all vans
Cramond Electrical		Directing straiight at Us. Still not seen any contact
Vine Electrical		
Maximum Power		
Leading Phase Electrical		
Extreme Electrical		Im all ears, not great at marketing initiatives as a two man band
Exclusive Electrical		More social media advertising, spending marketing money wisely - what was spend
DTS Electrical		Sponsored FB & Instagram posts - more than just 4 public posts in 5 months
McNae Group		Geo targeted for response from online enquiry
The Conduction Company		Less paper based and more dual branding
Leighton Electrical		
SV Plumbing		Im paying for something that Im not sure what for.